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TO: Carl Cohen DATE: June 21, 1994

FROM: Marian Halpern Marian

SUBJECT: BRAND X: NAME/PACK TEST OPEN-END RESULTS

The following highlights key findings from the Brand X open end questions.

PACK NAME: PETE'S, DAVE'S, PHIL'S

- Responses to the monadically exposed names indicate that both "Pete's" and "Dave's" were more likely to be perceived as being products from a single man operation while "Phil's" was thought to be short for Philip Morris. Many of the other diagnostic attributes that differentiate "Phil's" from the other two names seem to be driven by this theme, and the net effect of being associated with Philip Morris is clearly unfavorable in terms of this proposition.

  - Camel smokers in particular indicated that "Pete's" was invented by one man.

- The proposition of a one man company as communicated via the pamphlet was more involving with "Pete's" than with "Dave's" or "Phil's". This is demonstrated by the fact that when asked to describe Brand X to a friend, a higher percentage of respondents used quotes from the pamphlet to describe "Pete's" . Specifically, "Pete's" was described as:

  - having a "catchy slogan" ("If you don't like 'em, I'll eat 'em")
  - burning slowly
  - having hand picked tobacco
  - having an original blend

- "Pete's" and "Phil's" were both described as being quality cigarettes. "Pete's" was perceived as being a quality cigarette because of the descriptors in the pamphlet while "Phil's" quality probably stems from the fact that Philip Morris makes a quality cigarette.

PACK DESIGN: BORDER VERSUS PLAIN

- The primary reasons the border pack was preferred over the plain pack were the border pack's coloring and lettering.

- On both packs, the tobacco leaves elicited generally positive responses. This may be an indication that altering the specific execution of tobacco leaves on the pack is not a problem.

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Source: https://www.industrydocuments.ucsf.edu/docs/jzjj0004